**Rockland United Soccer club**

**AGM 2023**

**President’s Report for the 2023 season**

Our registration for 2023 was approx. 500 consisting of 45 of boys and girl’s recreational teams and 4 competitive teams and 1 of them being the U 14 girls’ regional team and congratulations to them for a great season and making RUSC so PROUD. I am extremely pleased with the numbers of registrants and very pleased with skill level being developed and displayed at ALL Levels of play and future looks very bright for the soccer players in Rockland. A very special Thank you to all the Coaches, parents and volunteers for the successful 2023 season.

With regards to costs, RUSC did increase the fees in 2023 slightly as shown in the budget due to the increase in EODSA fees, referee fees and increase in operating costs. Marketing analysis still shows that our pricing remains extremely low in relation to the clubs in Eastern Ontario.

**Executive**

I wish to Thank all the executives’ directors for their thankless work and dedication, efforts and all the hours spend in keeping the children in this community on the pitch. Being a volunteer executive director can be very fulfilling but at times can also be very difficult and frustrating. Thank You Anne, Public relations, Patrick, Referee in chief, Richard, Facilities, Chris H, Recreational, Chris G, Treasurer, Ashley, Secretary, Nat, Equipment and assistant Office administrator, Rodney, director at large, without you this year would not be possible it has been a great pleasure working with all of you, and a special mention to the directors who left us this year, Marco, VP and Competitive director, Julie, Secretary, and Patrick, police checks thank you for all that you have done for RUSC and the community and I wish you all the best in your future endeavors.

**Office Admin.**

This position even though it is compensated it is at times very demanding and overwhelming and extremely unappreciated. Without Julie is NO RUSC therefore NO soccer in Rockland. Even with the death of her mother this year she was able to keep it together and fulfill her duty and many others admirably. So next time you see Julie tell her Merci Beaucoup. Special Thanks to Natalie for helping Julie and becoming her assistant office administrator this year along with being the club equipment manager, which is really appreciated by Julie, GREAT JOB Nat.

**Expo 2023**

This was our second year in participating in the EXPO Rockland in May of 2023 Friday, Saturday and Sunday and I felt it was a huge success and great investment in our community and show case our club to the community along with associations and business in Rockland, therefore we are hoping that this will also help our sponsorship programs. Thank you for all the volunteers who made this event possible.

**Summer Camp**

This year the city of Rockland offered a summer camp for boys and girls ages 6 to 12 in Rockland and with the cooperation of RUSC with suppling the program and equipment the event was very well received.

**Soccer Festival**

Wow after a year off the Soccer Festival was back this year and it was a huge success toped off by a beautiful soccer day on Sunday to end the festival. Thank to all the players, parents and coaches’ referees who attended the event. Special Thank you all the sponsors and the vendors who participated in the festival. Again, thank you to the volunteers who made this possible because without you there is NO Festival.

**Winter Development**

We did have a WDP in 2023 and was well attended, we have decided to start the WDP earlier this year so that we would be prepared to form teams and have tryouts for our competitive teams as early as possible. Due to demand in gym time, we were only able to secure Friday nights and Saturday mornings all at Rockland high school, the interest is there shown by the players but we need help to coach and run the program along with the technical director. Unfortunately, if we do not get the help, we cannot run the program.

In Conclusion my term as your president will expire this year it has been a great pleasure and an honour to represent RUSC as your president for last 4 years and it has been a joy to work with and meet of a lot of great people. The executive must continue to be proactive and continue to advance the game of soccer for the good of the Club and all it’s members and continue in creating a soccer club that will be supported by the local. I wish you all the best in the future and keep the ball rolling in the right direction with JOY and INSPERATION in this game of SOCCER.

Cheers

George Da Costa

RUSC President

**Vice-President report**

No report

**Secretary report for RUSC 2023 AGM**

**Minute totally: 2023**

All the minutes are in a binder available for viewing in the RUSC office.

**Monthly Exec Meetings**

* January 16, 2023
* February 13, 2023
* March 6, 2023
* April 3, 2023
* May 8, 2023
* June 12, 2023
* July 17, 2023
* August 1, 2023
* September 11, 2023
* October 16, 2023
* November 4, 2023 AGM

**Registrar report**



**Treasurer Report**

This year was my third year as Treasurer for the Rockland United Soccer Club (RUSC). I would like to thank our administrator Julie Cote for all the work she has done for the club.

Some of the key and upcoming expenses are as follows:

* We didn’t have to provide portable toilets at all the locations it is the city who provide them.
* All of the EODSA and OSA fees are collected at registration house league and competitive and then paid out. We didn’t have to pay the ERSL because that organisation is not there anymore and have been replace by EOSL. We didn’t have to pay for OCSL because we didn’t have any competitive team and adult team.

We will need to spend more money in advertising, to come back with more registration and have more visibility and show that we are back alive. We spend $4,085.19

* for advertising this year but we will need to spend more next year and have and now we have a PR communication in charge we will be able to do it.

We also try to keep the registration fees as low as we can for the summer program and the volunteer fee for the summer 2023 but we increase it due to the increase fee from EODSA, OSA and the referee fees increase a lot this year. We will need to increase the fees next year to improve our program, cover the extra fees and find a Technical Director to help the development of the players. We also want to improve our visibility with all the good players we have in our Club. Both of these increases are to become more in line with other clubs within our area, while still maintaining a lower registration fee overall, for our district.

* We buy new equipment this year to be able to function like all the field had new net, all the coach had new bag. We still need to continue our inventory and renew some old equipment (balls, pump, …).
* We received some uniform and ball from Tim Hortons who help us to gave a full uniform and ball for all the players register this summer from the U4 to U6.
* We manage to keep our phone and internet fees as low as we with a Videotron we will pay a fix rate of 72.67$ for the next 3 years.
* The office rental with the city still stays at 2400$.
* We also received some donation from the Portage mutual insurance 500$, George Da Costa. We also receive some money from the city for our partnership with them for the soccer Camp, we provide a program and equipment for 250$. We also received from M&M 10% of their sale on the soccer fest 150$.
* After many years we manage to organise the SoccerFest this year. We manage to find some sponsors to help us with the cost. We got 4,218.00$ in money or raffle prices for the coach and MVP engraving sponsors the engraving for all the medal for the players. But we will need to improve the organisation, communication for the event and having a committee in charge to promote and organise it earlier. This year it was organise by 3 executives’ members who didn’t want to cancel the event again this year, who did it at the last minutes. Saying all that I believe it was a success and was appreciate to all the members who attends the event.

For a revenue for registration from summer 2023 of $ $126,275.50 we refund $10,997.5 that’s means we still have in the registration system of a credit to our members and cancelation and we pay $ 13,088.33 for the coach compensation for the summer 2023;

Some members still owe us $ 2,000.00. Saying that the total of the credit in our system for all those years are $ 17,080.14.

There was a projected benefit budget by around $27,329.45 for 2022, we are still waiting for conformation from BDO but we believe that we have a benefit budget by around $17,908.08 for 2023.

We manage to have a program Winter Development program for the winter and competitive program in 2023 for the winter and hoping we will have another one these years but we will need to find some coach volunteer to be able to do it.

Attached is the proposed budget for 2024 season. In the circumstances, I believe this summer season was a great success and cannot wait to see RUSC to come back and grow as Rockland continues to expand.

Chris Green

Treasurer

Director of Recreational - Micro report for the season 2023

Director of Recreational – Youth report for the season 2023

This report provides an overview of the house league U4 to U16 (Boys and Girls) age group.

This year was the first full year without any restrictions due to the pandemic and RUSC was pleased to be able to offer a full summer soccer season for house league and a return of Soccer Fest.

**This year the league complements were:**

U4 = 4 teams, U5 = 6 teams, U6 = 6 teams, U8 boys = 8 teams, U8 girls = 4 teams, U10 Mixed = 4 teams, U12 Mixed = 4 teams and U16 Mixed = 2 teams.

Overall, the weather was not an issue this year, although we did have a couple of nights cancelled due to thunderstorms and heavy rain. For the most part hot temperatures and humidity was not an issue this year. As with previous years, there were several parents who expressed that the club should lower the temperature threshold for U4 to 35 degrees Celsius.

Respectively submitted by Chris Harmsen, Director of Recreational Program – Micro and Director of Recreational Program - Youth.

**Director of Representative program**

No report

**PR/Communication report**

In our pursuit of effective communication and outreach, we have assessed our activities and performance in key areas: Logo Identity, Website, Registration, Sponsorship, Soccerfest, and Facebook. This report offers a comprehensive overview of our endeavors in 2023.

**Logo Identity Update:** Recognizing the importance of a strong visual identity, we embarked on a logo identity update in 2023. This initiative aimed to modernize and refresh our brand while maintaining our core values and heritage. The updated logo now reflects a more contemporary image that resonates with our evolving audience.

**Change of Platform and Website Updates:** In response to changing digital trends and to better engage with our audience, we undertook a significant change of platform for our online presence. This change included a platform transition and updates to our website.

Our website has been revamped to offer a more user-friendly experience and improved functionality. These updates enhance our ability to disseminate information, showcase our events, and connect with our community effectively. The website now aligns with our refreshed logo identity, creating a cohesive and appealing online presence.

**Registration:** Our registration process saw several improvements. Prominent RUSC Registration signs were displayed at the entrance of the city throughout the registration period, leading to cost savings as they were placed behind expo signs. Crucially, these signs were designed without specific dates to ensure their reusability in the future.

We adopted an active approach in promoting registration information, with numerous posts on Facebook throughout the period. To enhance engagement, we crafted engaging posts that resonated with our audience. These posts were strategically shared in the local Clarence-Rockland Facebook pages, broadening our reach.

**Sponsorship:** We maintained comprehensive sponsorship documents that were updated to streamline the sponsorship process. In securing sponsors, we pursued a collaborative approach, involving Nathalie, Julie, and the club's secretaries. This well- rounded effort ensured success in securing some sponsorships.

**Soccerfest:** In 2023, one of our prominent projects was the annual Soccer Fest, held at the Hockey Academy on August 19th and 20th. This event showcased our dedication to creating a memorable experience for our community:

* We featured a diverse range of food vendors, including Café Joyeux, Crunchy Creations, Frozen Flamingo, and M&M, offering a variety of options to cater to different preferences.
* Family-friendly activities, such as face painting, were thoughtfully incorporated to enhance the overall experience, and engage attendees of all ages.
* SoccerFest medals were awarded to recognize achievements, adding an element of accomplishment.
* The event enjoyed a nice turnout, thanks to the collective efforts of our executive team, support from the city, and the dedication of numerous helpers.

With our achievements and efforts in Registration, Sponsorship, and Soccerfest outlined, let's turn our attention to our online presence and performance.

**Website Traffic and SEO Referring Site Information for 2023:** We've monitored our website traffic and analyzed the sources driving visitors to our site. Here are the top locations based on page views and the key referring sources for 2023:

## Canada - ON - Rockland:

* + Page Views: 3,845
  + Site Sessions: 1,884
  + Unique Visitors: 973

## Canada - QC - Montreal:

* + Page Views: 1,019
  + Site Sessions: 516
  + Unique Visitors: 347

## Canada - ON - Ottawa:

* + Page Views: 1,006
  + Site Sessions: 435
  + Unique Visitors: 292

## Canada - ON - Toronto:

* + Page Views: 335
  + Site Sessions: 156
  + Unique Visitors: 87

## Canada - ON - Clarence-Rockland:

* + Page Views: 218
  + Site Sessions: 116
  + Unique Visitors: 58

## Canada - QC - Gatineau:

* + Page Views: 210
  + Site Sessions: 81
  + Unique Visitors: 61

Our website's success is underpinned by the top referring sources:

## Organic Search - Google:

* + Site Sessions: 2,455
  + Page Views: 5,452
  + Unique Visitors: 1,395

## Direct:

* + Site Sessions: 1,099
  + Page Views: 2,233
  + Unique Visitors: 606

## Organic Social - Facebook:

* + Site Sessions: 277
  + Page Views: 567
  + Unique Visitors: 215

## Organic Search - Bing:

* + Site Sessions: 96
  + Page Views: 201
  + Unique Visitors: 49

## Organic Search - Yahoo:

* + Site Sessions: 15
  + Page Views: 29
  + Unique Visitors: 10

**Facebook Data for 2023:** Finally, let's explore our Facebook performance in 2023:

## Reach:

* + Reach: 9,336
  + Change: Up 11.8% from the previous period
  + Explanation: Reach represents the total number of people who have seen our content on Facebook, including organic and paid distribution. The 11.8% increase indicates a positive trend in expanding our content's audience reach.

## Page Visits:

* + Page Visits: 8,642
  + Change: Increased by a significant 318.5%
  + Explanation: Page visits measure how often our Facebook Page or profile was visited. The substantial 318.5% increase signifies heightened user engagement and interest in our content and organization.

## New Likes:

* + New Likes: 74
  + Change: Decreased by 31.5%
  + Explanation: New Likes represent the number of new people who have liked our Facebook Page during the specified period. The 31.5% decrease suggests a potential area for improvement in attracting new followers.

# Audience

These values are based on total followers of your Page or profile.

# Age and Gender

* Men **25.60%**
* Women 74.40%

40%

30%

20%

10%

0%

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18-24

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25-34 35-44 45-54 55-64

65+

|  |  |  |
| --- | --- | --- |
| **Location** | Cities | Countries |
| Rockland, ON, Canada |  | 506 |
| Ottawa, ON, Canada |  | 242 |
| Plantagenet, ON, Canada |  | 43 |
| Limoges, ON, Canada |  | 20 |
| Russell, ON, Canada |  | 12 |
| Casselman, ON, Canada |  | 9 |
| Gatineau, QC, Canada |  | 8 |
| Embrun, ON, Canada |  | 7 |
| Sialkot, Punjab, Pakistan |  | 4 |
| Smiths Falls, ON, Canada |  | 3 |

**Content Strategy for Upcoming Season:** As we look ahead to the upcoming season, it's evident that a robust content strategy will be pivotal to our continued success. In response to evolving trends, we should plan to expand our online presence by launching Instagram and TikTok accounts. To effectively manage these platforms and ensure vibrant content, we are actively seeking a dedicated volunteer who can assist in curating and producing engaging content. This volunteer will play a pivotal role in reaching and engaging a younger demographic while maintaining our strong presence on Facebook.

**Soccerfest Strategy for the Upcoming Season**: I would like to propose a potential solution to address the challenge of organizing Soccerfest. Given my extensive experience in event management and the limited time I can dedicate to the club, I would encourage the board to consider the possibility of contracting me to oversee and manage Soccerfest.

My proposal would involve a negotiation of terms, outlining the extent of my involvement and what would be required from the club's end. The aim is to ensure that this arrangement does not impose any financial burden on the club.

It's worth noting that my current role in the communications department has stretched my time and commitments beyond my comfort zone. Balancing these responsibilities with my roles as a business owner at Anne Lizotte Communications, president of the Chamber of Commerce, and treasurer for my son's team has become increasingly challenging. Contracting me for Soccerfest could provide a practical solution while allowing me to continue contributing effectively in other areas of the club and my various commitments.

With the year's accomplishments, data insights, and strategies outlined, we are well- prepared to advance our mission and strengthen our communication efforts in the upcoming season.

For any further inquiries or information, please contact:

## Anne Lizotte

RUSC Public Relations Email :[pr@rusccsur.com](mailto:pr@rusccsur.com)

**REFEREE REPORT**

This is the RUSC Referee report for 2023. Every year a number of referees are not

returning due to various reasons, including other summer jobs, moving to other regions or having no interest in coming back. On the other hand, we always have new individuals who are interested in becoming soccer referees once they reach the minimum required age of 12. As an incentive, the club has accepted to reimburse the course fees and provide free uniforms to new referees. The club also paid for the re-certification (registration) to referees who came back from last season.

As in previous seasons, the referee assignments have been done using RefCentre (for competitive games) and PowerUp (for House league games). These applications are very efficient in helping managing referee assignments and payments.

Here is the summary of referees for the 2023 season:

**Total number of referees:** **13** (including 2 game leaders)

**New trained referees:**  **8** (plus 1 new game leader)

**Returning Referees:** **7**

**Number of assignments:** **237** (159 (House league) + 25 (Competitive)

+ 53 (SoccerFest))

**Fields location:** CIHA

Cathy-Cain

Patricia-Charron

Cheney

Pat Vinette

RUSC Head Referee

**Equipment Manager 2023 Season**

**Micro uniform and equipment**

* Tim Horton supplied the uniforms for the micro U4-5-6 with size 3 balls.

**First Aid Kits**

* First Aid kits were replenished by Fashion Work Wear as per previous years.

**Purchases**

* 25 balls size 5 purchased this year,
* 31 Coach t-shirts have been ordered in all sizes with new logo. Tried to use up the old stock this year. Need *to order more with new logo next year,*
* 11 Executive shirts with new logo purchased,
* 14 competitive Joma goalie jerseys ordered,
* 18 recreational Joma goalie jerseys ordered,
* Nets ordered: Cathy Cain 8 nets, Patricia Charron 4 nets, CIH West and CIH Mini 4 nets purchased (16 nets total),
* 10 additional kits for this season due to grass length,
* Ordered medals/dog tags for U8-16,
* 4pks of numbered pinnies ordered for competitive,
* 20 reversible pinnies, 4pk of 18 numbered pinnies (yellow and blue), ordered,
* 18 large and 38 small equipment bags purchased with RUSC logo,
* 14 ball pumps ordered,
* 4 boxes of field markers ordered and installed to help measure and paint fields in spring.

**SoccerFest:**

Face Painting was purchased for this event. Tablecloths and baggies for the medals also purchased. What a great success!

**Next season:**

Balls: Size 5 and size 4 balls will need to be replaced depending on registration numbers and size 3 balls should be furnished with the Tim Horton uniforms *(provided this service continues).*

Nets: CIH West needs 2 nets, Cathy Cain needs 1 net replaced. In the future we will need to replace 1 net at Patricia Charron *(this one will be purchased at a later date).*

First Aid kits: Purchased 156 this year and needed 20 extras…Will need to replenish according to registrations with a few extras. Not to mention the grass cutting was an issue this season and thus more injuries.

Medals: Medals to be ordered as usual for the U8-U16 and guest teams if any.

Pinnies: We do not need for the moment.

Equipment Bags: We do not need more for the moment. Should we get higher registrations on the U12-16/Adults category may need 4-6 large bags.

Goalie Jerseys: No purchase needed.

Goalie Gloves: To purchase a few smaller sizes according to upcoming registration.

Uniforms REC: Great reviews on the new material for our Rec uniforms. Fashion Work Wear to order and sell our new uniforms.

Ball Pumps: More to be purchased and purge broken ones *(approximately 25 to order)*

Other Equipment:

* Ladders, cones, and tags… all good to go, lots in stock.
* Tim Horton uniforms (tops, socks and shorts) leftover to be recycled next season according to registrations and the next Tim Horton order
* Containers to be purchased to store jerseys and soccer material

We are cleaning out the equipment and replenishing slowly and efficiently with less expenses possible looking for both quality and price. Should you have any questions down the road, don’t hesitate to contact me.

Natalie Gendron

**Facilities director report**

No report

**Director risk and safety manager report**

No report